RECAP: MAY MONTHLY BUSINESS & NETWORKING EVENT

By Gitanjali Senapati

The Indo-US Chamber held its monthly networking and business meeting on Wednesday, May 15, 2013, at the corporate headquarters of Homeowners Choice Insurance. This meeting focused upon the impact employee engagement and corporate culture has on business productivity and performance. Lorna Taylor, President and CEO of Premier Eye Care, spoke about her personal experiences relating to organizational development and its implementation at Premier Eye Care.

Ms. Taylor relayed the difficulties a corporation has to motivate and engage its employees in a meaningful way. In her experience, employee satisfaction begins with a clearly defined corporate culture. Premier Eye Care has defined its personal motto as "People, plant, and profit." Specifically, "people" refers to ethical leadership and employee diversity, while "plant" acknowledges efforts towards sustainable environmental practices. Finally, "profit" refers to the value Premier Eye Care places on revenue as well as social capital.

Naturally, a defined corporate culture is only one factor in corporate performance. Ms. Taylor emphasized the significance in also focusing upon what motivates employees. Citing to Drive, a non-fiction book authored by Daniel Pink, Ms. Taylor noted that motivation is largely intrinsic to the individual employee. In general, motivation stems from an individual's desire for autonomy, mastery, and clear purpose. For Premier Eye Care, fulfilling these desires and motivating its employees includes modern, open workspaces and above-average salaries. Furthermore, Premier Eye Care promotes strong health and wellness amongst its employees to show the value placed upon their work product.

Notably, what motivates the individual is often more than just an increased salary. Instead, the secret to higher performance is the drive to dictate your own path and feel a sense of contribution to the greater good. As a result, in lieu of advertising, Premier Eye Care has elected to fund and support community organizations selected by its employees. Employees are additionally encouraged to develop new ideas and receive continuous feedback on their contributions.

As evidence of its success, Premier Eye Care has tripled its revenue in the last three years and reached nearly 0% staff turnover. Ms. Taylor advised that while Premier Eye Care's approaches may not apply to every organization, the key is to find fresh, bold and inventive methods to motivate and inspire employees. Doing so can create employees, and an organization, that works smarter and lives better.

The Indo-US Chamber encourages all of our members to support the sponsors of May's monthly business and networking meeting:

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3658 S. Westshore Blvd.,
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JUNE BUSINESS & NETWORKING EVENT:

HOW HAS NETWORKING CHANGED AND WHAT ROLE DOES IT PLAY IN TODAY'S WORLD OF BUSINESS?

By Tricia Patel

Michael Sasso, staff writer for The Tampa Tribune, recently referred to Ron Weaver and the Chamber's very own Aakash Patel as perhaps the best business networkers in the Tampa Bay area, "with more than 15,000 contacts each." The Indo-US Chamber of Commerce is honored to host Ron Weaver at our June 19th business and networking meeting. Mr. Weaver will discuss how the skills of networking have changed, and more specifically, the role that networking plays in the world of business today.

Mr. Weaver is a partner in the law firm Stearns Weaver Miller Weissler Alhadeff & Sitterson, and is also one of the region's most prominent land-use lawyers. Mr. Weaver is also a Shareholder and the Chairman of the Land Use, Environment and Government Affairs Department. According to his official online biography, "Mr. Weaver speaks regularly on land use issues and has written over 200 articles in national, local and regional publications, law journals and newsletters. He has been quoted in the Wall Street Journal on growth management, concurrency, property rights and takings cases."

As a leading land-use attorney, Mr. Weaver understands the role that networking plays in the world of business, and according to The Tampa Tribune, he tries to attend three or four networking events a night during the holiday season. Members of the Chamber will be afforded the opportunity to gain insight into the world of networking from someone who has refined his skills and utilized networking throughout the course of his career. Additionally, Mr. Weaver has the incredible ability to "recall the names of contacts, their spouses and children, even weeks or months after meeting someone." He will discuss the methodology of refining his skills and impart some wisdom onto members of the Chamber, so that they may also perfect the art of networking.

Ron Weaver

In addition to his prominence as a land-use attorney, Mr. Weaver is also a dedicated and active member of the Tampa Bay Community. He is the Chair of the Land Use and Economic Development Committee for the Greater Tampa Bay Chamber of Commerce; he is a former member of the Board of Advisors for the University of South Florida Business School, and is also the Finance Committee Chair for Baycare Health System Board of Trustees.

The Chamber continuously endeavors to create an inclusive environment for students, business owners, professionals, and entrepreneurs alike, and we encourage you to reach out to one of our Executive Committee members if you have questions about the format of our meetings, or to simply offer feedback on how we can make the experience more meaningful for you. As is customary at all our Monthly Business and Networking Events, there is no cost to attend and dinner will be served.

Article Citations:
Sasso, Michael. "Meet Tampa's networking heavyweights." *The Tampa Tribune*. 12 May, 2013. http://tbo.com/news/business/meet-tampas-networking-heavyweights-b82488206z1

4 UNIQUE WORKING STYLES: WHAT'S YOURS?

By Dr. Shelley Prevost

There is nothing more frustrating than listening to people haggle over different definitions of what constitutes "work." Catty conversations about who's working harder, who's working smarter, or who's not working at all are more about judging others than solving inefficiencies.

I'd like to steer you away from this all-or-nothing dialogue ("I work all the time and you never work") to a more robust conversation about what work really is. And, in the process, help you to appreciate not only your own unique working style, but also the working style of others on your team.

As my thinking has developed over the years, and after perusing many, many personality tests, I believe that there are four basic working styles: Doing, Leading, Loving, and Learning. The best teams have a balance of all four styles. And the best organizations have many well-balanced teams who are confident in their working style and understand the necessity of divergent types or work. So, what's your style?

Doing

Doers execute. They come alive when tasks are complete, lists are checked, or projects are tackled. They typically have intense focus and are detailed in their efforts. Doers are usually so focused, however, they may forget to look up and communicate what they're doing. Doers also tend to dive into work with little forethought. They believe that everyone should "Shoot, Fire, Aim" and tend to devalue the important work of planning.

Leading

Leaders create the vision and inspire others to believe in it. You can't help but listen to, admire, and follow the Leaders. Without Leaders, we would be spinning in a hamster wheel with no real vision. Leaders can be detached from others, not completely understanding all that goes into executing their vision. Because they're out in front, they sometimes forget to check in with the people following them.

Loving

Lovers are relationship-builders. Believing that we're stronger together, they thrive in harmony and work hard to manage relationships and build consensus. People strong in the Loving working style are sensitive and empathic. They have an unconscious finger on the pulse of every other person on the team. If you want to know how others on your team are really feeling, ask the Lover. But Lovers can suck at follow through and more detail-oriented work.

Left to their own devices, they can out-empathize anyone and make people feel great, but not provide "tangible" work.

Learning

Learners are the researchers. These engineer types love learning and meticulously understanding the nuances of a problem. They are deliberate, disciplined, and tend to think more strategically than most people. Without others, however, Learners wouldn't get much done. In order to execute their best-laid plans, they need a team ready to act. Their strategy is only as good as the problems they actually solve--not in theory, but in reality.

So, let's get over the notion that all work looks one way. It does not. Nor should it. You need many people doing many things to accomplish many goals. Everyone has unique strengths that become super-charged once they're aligned with other people's strengths. Rather than critique someone who you believe "isn't working," make sure you're living out your unique contribution in a powerful and sustainable way. Just do what makes you come alive.

To read this article in its unedited entirety, visit http://www.inc.com/shelley-prevost/4-unique-working-styles-whats-yours.html?nav=featured

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WHAT IS BUSINESS NETWORKING, ANYWAY?

It's more than showing up and shaking hands; it's about being proactive.

By Ivan Misner

Business networking is leveraging your business and personal connections to bring you a regular supply of new business. The concept sounds simple, doesn't it? Don't let that fool you, though. Because it involves relationship building, it can be a deceptively complex process.

Think about it. How many people do you know? How many of these people truly understand what you do? How many of these folks have directed prospects to you as referrals? And how many of those referrals have actually turned into business?

Business networking is much more than showing up at networking functions, shaking a lot of hands and collecting a bunch of cards.

For example, imagine two people attending an event, sizing it up and drawing an imaginary line down the middle. They separate, each taking half the room. At the end of the event, they meet again to see who's collected the most business cards.

Have you met these people? Sure you have. We all have. What did they accomplish? They collected a lot of cards that will end up on a shelf, in a drawer, in the trash, or--worse yet--scanned into a computer so they can spam everyone they just met. Why? What does a business card represent? It's a piece of paper, with ink and images on it. No relationship has been formed. This networking strategy, by itself, isn't an effective use of time, money or energy.

Some people get frustrated with networking because they seem to be making as much progress as a rear-wheel-drive truck on an icy hill: one foot forward, 10 feet back--getting nowhere fast.

Networking for business growth must be strategic and focused. Not everyone you meet can help move your business forward--but everything you do can be driven by the intention to grow your business. You have total control over whom you meet, where you meet them and how you develop and leverage relationships for mutual benefit. You have total control over whether you enter into the unique 29 percent of the population that is separated by six degrees (read The 29% Solution to learn more), whether you stay there, or whether you never get there at all.

Networking your business means you have to be proactive. The core of networking is doing something specific each week that is focused on networking for business growth. Make a plan, focus and be consistent. When you understand exactly what business networking is and step up to the challenge, you'll find avenues of opportunity that you may have otherwise never discovered, and you will be making an invaluable investment in the steady growth of your business.

Misner , Ivan. "What Is Business Networking, Anyway? "Entrepreneur. 29 Aug 2008. <http://www.entrepreneur.com/article/196758>

INDO-US Chamber of Commerce
"Together, the future is ours."

Upcoming Indo-US Chamber Event:

Business & Networking Event: How has networking changed and what role does it play in today's world of business?

Date: Wednesday June 19, 2013

Time: 6:30 PM – 8:30 PM

Speaker: Ron Weaver, partner at Stearnes Weaver Miller Weissler Alhadeff & Sitterson, P.A.

Location: Homeowners Choice Insurance Building (5300 W. Cypress St, Tampa, FL 33607)

This is a FREE event. Dinner will be served. No RSVP required.

INDO-US CHAMBER MISSION

"To provide an active forum in which Asian American professionals and business owners, through an exchange of ideas, with a unified voice, can communicate, interact, and secure a position within the business industry and become a source of inspiration by promoting professionalism and excellence through education and community involvement."

HISTORY OF THE CHAMBER

The Indo-US Chamber of Commerce was founded in 1999 in Tampa by Indian American business owners and professionals in the Tampa Bay community. Our goal is to create an organization that affords like-minded individuals with opportunities to work together, grow together, and learn from one another. The programs and services offered by the Chamber are designed to provide the professional community with the tools necessary to continuously evolve and expand their businesses. More importantly, the Chamber cultivates opportunities to network, where business relationships can be established and friendships can blossom.

INDO-US Chamber of Commerce "Together, the future is ours."

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